

# CHANCE SHOTS

By the Ad Man.

### How to Close the Deal.

The editor of Printers' Ink says in a recent issue: "Advertising, in the retail field, brings inquiries and customers, but the dealer's consummate skill, tact, and kindly consideration are the influences which must be brought to bear on the undecided purchaser. He must supply the psychological effect that the printed ad lacks. The merchant who expects good results by mail from an advertiser should take into his confidence and give him a great deal of information that it would not be advisable to tell the public. The advertiser should have the same inside knowledge that an attorney demands in conducting a lawsuit." It is evident, therefore, that in every store clerks must work in cooperation with the advertising manager. It is essential that every employe knows his business, that is, the details of his department perfectly. It is necessary that his argument be concise, yet strong enough to close the sale. On the other hand, every employe should assist the advertising man with every bit of information that may lead to the conclusion of a sale by mail.

### Making Retailers Provide Good Copy.

How can the publisher make advertising pay his advertisers? The first element needed in a solution of this question is good copy. Some convincing argument must be used, some attractive bargain offered, some definite idea conveyed. Without this all that a publisher can do would not be sufficient. He might print a model paper that every body in his territory reads, and give the copy the most attractive display possible he might put it in the most conspicuous part of his paper, and yet it would bring no returns were the text meaningless. The first thing to do then is to educate your merchants in the art of advertising. Help them in the preparation of their copy, get them to study the advertisements of successful merchants in large cities that appear in your exchanges. Persuade them to take mail courses in advertising from some of the good correspondence schools. You might secure tuition certificates from some of them in exchange for advertising and give those to the largest merchants. It would pay you well. Then there must be an advertising writer on your paper, one who has taken a course in advertising and knows about the different sizes of type, the various faces and the entire technical end of the business. He should help advertisers in preparation of their copy, and in doing this he would help the printer to a great extent, as well written and properly arranged copy greatly facilitates his work.—W. Q. Adams, Publisher Daily Inquirer, Owensboro, Ky.

### Truth Will Out.

Merchants who think that to cut prices is an argument brought forth by the ad-man, to induce the use of more advertising space, are just a little bit on the wrong track. Cut prices are necessary to the best business interests of any firm, but not when based on the general haphazard cut price idea. A merchant cuts the price on an article, remaining on his hands longer than is reasonable. Goods out of season, stock that is damaged, or edibles which will rot, if kept longer, are all entitled to a cut, to enable the dealer to get his money back and induce the customer to take the goods. The misleading special sale advertisement is, however, a sad mistake. When you have bought wrong why tell the prospective purchaser, you have bought the latest, even if you cut the price to cost? Tell the customer it was your mistake, and you are willing that he or she shall profit by it. It will be appreciated. Last season's goods should be advertised as last season's merchandise, no matter how low the price. Some purchaser's are up-to-date on styles and will never forgive you for bringing them to the store under false pretense.

### HIS OWN WORST ENEMY.

The dealer who refuses to advertise in a paper, because of a personal grievance against the publisher or any of his employes is like the woman who refuses to participate in a soiree given by her (so-called) enemy. Nothing like finding a reason for an excuse. But the adage holds good, that while you may be bitterly opposed to your Republican paper's policy, its readers are just as strong supporters of the publisher, as you would find among the subscribers of its political contemporary. Fact is, if the readers of one publication are worth catering to with an advertisement of yours, certainly the readers of the other, more than equally as large in number, are worth reaching out for. Otherwise advertising in neither case is worth a cent. You certainly would not

refuse Bill Jones' trade because you didn't like him; why should you refuse to seek the clientele of a paper, because Bill Jones works for that paper? Nay! Nay! Mr. Merchant smallness has never beget bigness! Expansion is the order of the day—Come out of your little shell.

### AN INTERESTING EXHIBIT.

One of the interesting exhibits at the Portland fair, and one that is instructive to the general merchant, is that of Closset & Devers, who have a large exhibit of coffee tea and spice, in the magnificent agricultural building. Coffee and spices are shown just as they are picked from the trees in the Orient and Central America. Nutmeg plants and particularly interesting. The growing tea plants are from China, Japan, Ceylon and India; coffee trees from Guatemala, Costa Rica, San Salvador, Nicaragua and Ecuador, and allspice, ginger and coffee plants from Jamaica. They also have a Central American plantation house with the interior decorated and fitted up in Japanese style. There is also a complete coffee milling plant in operation.

Coffee is served to all the visitors who care for it. A number of exhibitors use this method of sampling their products to visitors, and wherever used it has proved to be of advantage to the trade.

### HIS EQUAL SELDOM HEARD.

There is every reason to expect a large audience of merchants, etc., at Foard & Stokes' Hall tomorrow evening at eight o'clock, not because it's a free treat, but because the man who is to speak to the business men of this city and their employes, knows his subject and knows it well. He has addressed large bodies of representative men in every city he has visited and whenever he did so, he was asked to come again. His style is his own, while his argument is so convincing, that Olds Wortman & King of Portland closed their store Friday, the 14th at 4:30 P. M., that he may address their 600 employes in a body at the Unitarian Church which they rented for the occasion. Nothing else need be said to encourage you to hear Mr. A. F. Sheldon of Chicago, tomorrow night. It will, indeed, be a treat.

### SALMON WASTE.

When salmon packers say they cannot advertise their product to any advantage, it is almost too true. Salmon cheeks are permitted to go to whosoever desires to have them, while everybody who once tastes them, likes them. Some people who never did like salmon like salmon cheeks. Why waste a good part of a fish, simply because no feasible way of putting it up, has been found. Why permit the public to remain in ignorance about salmon, when a little different package at a little higher price will enable the packer to educate the people that a good salmon steak is palatable and nutritive besides. Why permit the jobber to say, he won't handle your goods except at such a price, when advertising to the people will create a demand at a higher retail price, incidentally compelling the jobber to buy your goods at your proportionately more profitable price.

### EXTRACTS FROM Rusty Mike's Diary in White's Sayings.

A ship won't make much headway in dragging an anchor and a business won't make much headway dragging a lot of old fogy notions.

Not to advertise because it's summer is just about as sensible as it would be not to eat because it's winter.

One time advertisements will fatten your bank account about as rapidly as one meal a day will fatten a hard working man.

### A NEW VARIETY.

A New York woman tells of an experience which she had recently in one of the large department stores. She was looking for some house furnishings, and walking up to one of the floor-walkers, asked whether she could see the candelabra.

"All canned goods two counters below just to the left," answered the official guide, briefly.—Harper's Weekly.

### Forced to Starve.

B. F. Leek, of Concord, Ky., says: "For 20 years I suffered agonies, with a sore on my upper lip, so painful, sometimes that I could not eat. After vainly trying everything else, I cured it with Bucklin's Arnica Salve." It's great for burns, cuts and wounds. At Chas. Rogers' drug store; only 25 cents.

### WILL LAY VALDEZ CABLE.

Cableship Burnside Leaves Seattle For Alaska to Lay Cable.

Seattle, July 22.—The cableship Burnside sails tomorrow for Alaska to begin laying the government cable between Valdez and Seward, 200 miles of which she has on board. She has been delayed on account of an incomplete crew.

Major Glassford, in charge of the signal service bureau in this district, will go North on the Burnside to be present at the ceremonies incident to splicing of the cable at Valdez. He will return in about two weeks.

### KOMURA CONTRIBUTES.

Establishes Fund for Teaching Japanese Language in Seattle.

Seattle, July 22.—Baron Jutaro Komura, Japanese plenipotentiary to the peace conference soon to convene in Washington, D. C., found time yesterday before leaving for the East, to make a careful inquiry touching the education of the Japanese children residing in Seattle and, just before his departure, to announce that he would contribute the sum of \$300 to be expended on the education of the children in the language and literature of Japan.

### SOCKEYE PACK SHORT.

Will not Exceed One Half of Capacity of Sound Canneries.

Seattle, July 22.—Canermen of Puget sound concede that the sockeye salmon pack for the season of 1905 will fall considerably short of the estimate. It is now believed that the total pack will not exceed one half of the capacity of the combined canneries and that it will mean the failure of a majority of the packing companies engaged in the business.

The sockeye run should be fairly under way at the present time and the failure of the fish to appear in sufficient numbers to constitute a run has caused general alarm among the interests connected with the industry.

### FRANTIC ITALIAN SHOOTS COUNTRYMAN

Man Who Tries to Wrong Girl Shot By Her Brother.

Portland, July 22.—Louie Farari tonight fatally shot and wounded Carlo Bornanto, whom he accused of trying to harm his (Farari's) sister. Farari alleges that Bornanto enticed her into a house and attempted assault.

Farari arrived on the scene and Bornanto sought safety in flight pursued by the angry brother. Bornanto turned on Farari with a knife and the latter shot him five times. Bornanto will die. The men are Italians.

### WISCONSIN INDICTMENTS.

Milwaukee County Grand Jury Continues to Return True Bills.

Milwaukee, July 22.—The grand jury of Milwaukee county investigating alleged graft, returned several indictments this evening. It is said that fifteen true bills were found. The sheriff will act immediately.

### At Surprise Party.

A pleasant surprise party may be given to your stomach and liver, by taking a medicine which will relieve their pain and discomfort, viz: Dr. King's New Life Pills. They are a most wonderful remedy, affording sure relief and cure, for headache, dizziness and constipation. 25c at Chas. Rogers' drug store.

If you can not eat, sleep or work, feel mean, cross and ugly, take Hollister's Rocky Mountain Tea this month. A tonic for the sick. There is no remedy equal to it. 35 cents. Tea on Tablets, at Frank Hart's drug store.

## Behnke-Walker Business College

If you are thinking of attending business college you can not afford to ignore the best in the northwest. Our equipment is unsurpassed west of Chicago. On account of our rapidly increasing attendance

### WE WILL MOVE

October First to our elegant new quarters in the

### Elks Building

now being completed at Seventh and Stark streets. Our graduates are all employed. Placed 207 pupils in lucrative positions during the past year. Send for our handsomely illustrated catalogue. Free. Address all communications to our present quarters in the Stearns Building, Portland.

# QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

**You May Want**  
A furnished house, rooms or store. Make your wants known to the readers of this paper. If you want a tenant for a house, some reader may be the desired party. Obtained by Advertising in the Want Columns of the Morning Astorian.  
**DAILY 7,000 READERS**

**HELP WANTED.**  
WANTED—GIRL FOR HOUSEWORK. Mrs. K. Osburn, 700 Irving Avenue.  
WANTED—GIRL TO WAIT ON TABLE and do other light work. Apply 403 Duane Street.

**TYPEWRITERS.**  
BLICKENSBERGER TYPEWRITERS supplies, repairing. Ross & Ross, 208 Stark street, Portland.

**CANNING MACHINERY FOR SALE.**  
COMPLETE SALMON CANNERY OUT fit, especially adapted for fall packing. Capacity 350 to 400 cans per day. Apply to F. P. Kendall, Room 5, Ham-Ford Bldg., Portland, Oregon.

**STEAM WOOD SAW.**  
MOORE BROS. WILL BE IN ASTORIA with a first-class steam wood saw on or about Aug. 15. Leave orders at 131 Astor St. 6-27-1mo

**TO RENT—HOUSES.**  
FOR RENT—7 ROOM HOUSE. WEST of Post Office. Enquire at this office.  
FOR RENT—SIX ROOM HOUSE FOR rent. Inquire 17th and Jerome ave.

**OFFICES FOR RENT.**  
THREE OFFICE ROOMS EN SUITE. One front. Pythian building. Apply to Dr. Vaughan; in building.  
**HOUSES WANTED.**

**WANTED—SEVEN-ROOM FURNISHED** house, centrally located. Blaine Phillips, Astorian.  
**CALL FOR BIDS.**

**SEALED PROPOSALS WILL BE RECEIVED** at the office of the architect at the Occident Hotel until 2 o'clock P. M., July 17, for piling and capping foundation on lot, cor. 11th and Duane sts., Astoria, Ore. A. S. Reed.

**CALL FOR BIDS.**  
U. S. Engineers Office, Portland, Ore., June 23, 1905. Sealed proposals will be received here for the excavation, concrete masonry work, etc., in connection with the construction of portion of The Dalles-Celilo canal, Columbia River, Ore., and Wash., until 11 A. M., July 24, 1905, and then publicly opened. Information upon application. W. C. Langfitt, Maj. Engrs.

**SEALED PROPOSALS WILL BE RECEIVED** at the office of the Light House Engineer, Portland, Ore., until 2 o'clock P. M., July 27, 1905, and then opened, for furnishing miscellaneous articles for the Light House Establishment, for the fiscal year ending June 30, 1906; comprising Hardware; Pipe, fittings, etc. Paints, oils, etc.; Soap, matches, etc.; Lubricating oils, etc.; and Lumber, in accordance with specifications, copies of which, with blank proposals and other information, may be had upon application to Major W. C. Langfitt, Corps of Engineers, U. S. A., Engineers.

**MILK DEALERS.**  
**IF YOU VALUE YOUR HEALTH** You will demand PURE MILK, Fresh From Healthy Cows. It is our aim to supply the need. Our us, while new-comers are recommended regular patrons continue to deal with to our milk depot by knowing friends. Morning or night delivery.  
**THE SLOOP-JEFFERS CO.**, 10th and Duane streets.

**MEN AND WOMEN.**  
Use Big 4 for unnatural discharges, inflammation, irritations or ulcerations of mucous membranes. Painless, and not irritating or poisonous.  
Sold by Druggists, or sent in plain wrapper, by express, prepaid, for \$1.00, or 50c bottles \$2.75. Circular sent on request.

**BUSINESS DIRECTORY**  
**Clara B. Simpson,**  
PUBLIC STENOGRAPHER.  
Room 2, Over Star Theater.

**FURNITURE.**  
**ROBINSON & HILDEBRAND**  
Goodman Bldg. 588 Commercial St.  
FURNITURE, Carpets, Bedding, Stoves, Matting, Window Shades, LINOLEUM, Etc.

**BILLIARD HALLS.**  
**Occident Hotel Bar & Billiard Hall.**  
Tables New and Everything First Class.

Finest brands of Liquors and Cigars  
**MEAT MARKETS.**  
**FRESH AND CURED MEATS**  
—Wholesale and Retail—  
Ships, Logging Camps and Mills Supplied on Short Notice.  
Live Stock Bought and Sold.

**WASHINGTON MARKET**  
CHRISTENSEN & CO.

**Central Meat Market**  
G. W. Norton & Jno. Fuhrman, Prop's.  
CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.  
542 Commercial St. Phone Main 321

**RESTAURANTS.**  
**FIRST-CLASS MEAL**  
for 15c; nice cake, coffee, pie, or doughnuts, 5c, at U. S. Restaurant.  
434 Bond St.

**BEST 15-CENT MEAL.**  
You can get the best 15-cent meal in the city at the Rising Sun Restaurant.  
612 Commercial St.

**LAUNDRIES.**  
**The Troy Laundry**  
The only white labor laundry in the city. Does the best work at reasonable prices and is in every way worthy of your patronage.  
10th and DUANE STS., Phone 1921.

**BROKERAGE.**  
**C. J. TRENCHARD**  
Real Estate, Insurance, Commissioner and Shipping.  
**CUSTOM HOUSE BROKER.**  
Office 133 Ninth Street, Next to Justice Office.  
ASTORIA, OREGON.

**HOTELS.**  
**HOTEL PORTLAND**  
PORTLAND, ORE.  
Finest Hotel in the Northwest.

**BLACKSMITHS.**  
**ANDREW - ASP, Blacksmith.**  
Having installed a Rubber Tiring Machine of the latest pattern I am prepared to do all kinds of work at reasonable prices.  
12th and Duane Sts.

**WOOD YARDS.**  
**WOOD! WOOD! WOOD!**  
Cord wood, mill wood, box wood, any kind of wood at lowest prices. Kelly, the transfer man. Phone 2211 Black, Barn on Twelfth, opposite opera house.

**AT SEASIDE**  
The Morning Astorian is on sale at Lewis & Co's Drug Store and Morrison & Greenbaum's Cigar Store.

**SEASIDE DIRECTORY.**  
**HOTELS.**

**THE OSIER CAFE**  
Home Cooking, Quick Service  
Oysters, Clams, Crabs in any style.  
Don't Pay 75c for a Dinner  
While you can get it at Osier's for 35c. Bridge street, on your way to the beach. Everything new and clean.  
MRS. C. C. OSIER, Prop., Seaside, Oregon.

**COLONIAL HOTEL**  
Located in the most beautiful spot, overlooking the ocean. Ninety elegantly furnished rooms.  
Bath House in Connection.  
Comforts of home. Best meals.  
Rates, \$2 and \$4.

**RESTAURANTS.**  
**LOUIS OYSTER HOUSE**  
Shell Crabs, Clams.  
Oysters in any style. At the end of the bridge.  
Try us. We will please you.

**THE HEMLOCK CAFE AND OYSTER PARLOR.**  
Is getting to be the leading resort at Seaside.  
Short orders a Specialty.  
MRS. H. A. STILLER, Proprietor.

**TRY OUR 35c DINNERS.**  
Tastes like mother used to cook.  
**The Arlington Restaurant**  
Jeff Block, at the bridge, Seaside, Ore.

**WINES AND LIQUORS.**  
**BRIDGE**  
Harry Krutner and Harry Bulger. Are now running The Bridge Saloon, where they will be pleased to meet their friends.

**THE GEM**  
While at the Beach stop at The Gem. Pure Liquors, Cool Beer, Highest Grade Cigars, a Specialty.

**THE OCEAN**  
The most popular saloon AT SEASIDE.  
Billiard and Pool Hall in connection.  
B. J. CALLAHAN, Prop.

**EAGLE SALOON**  
Choice Wines, Liquors and cigars. Finest place in Seaside to pass a pleasant hour.  
FRANK SCOTT, Prop.

**DENTISTS.**  
**DR. T. L. BALL**  
DENTIST.  
524 Commercial St. Astoria, Oregon.

**DR. VAUGHAN,**  
DENTIST  
Pythian Building, Astoria, Oregon.  
**DR. W. C. LOGAN**  
DENTIST  
578 Commercial St., Shanahan Building

**PROFESSIONAL CARDS.**  
**PHYSICIANS.**  
**JAY TUTTLE, M. D.**  
PHYSICIAN AND SURGEON  
Acting Assistant Surgeon U. S. Marine Hospital Service.  
Office hours: 10 to 12 a.m. 1 to 6:30 p.m.  
477 Commercial Street, 3rd Floor.